

# Gianluca Gini

## Lead product designer

### About me

I enjoy problem-solving with a diverse skill set, including user research, design work, and coding. I value teamwork and efficiency, and find gratification in my team's career growth and amazing work.

### Experience

#### Soldo - London, UK

Lead Product Designer 2018 — Present

- Designed for web and mobile, **Consumer and B2B fintech** products. Increased product usability surpassing platforms averages.
- Led the **design team's growth** from 1 to 14 designers. Achieved high team retention rate with an average tenure of over 3 years.
- Established and grew the **company's design system**, encompassing UI components, UX patterns, workflows, leading to increased consistency, design speed, and cross-functional collaboration.
- Championed a design thinking approach prioritizing **user research & iterative design**. Established design critique channels for knowledge sharing and team growth.

Senior UI/UX Designer 2015 — 2018

- Owned all aspects of the design process for web features, including user flows, research, prototyping, and animation.
- Collaborated with stakeholders to ensure designs met user needs and business goals.
- Delivered high-fidelity prototypes for usability testing and development handoff.

#### Real Fun Games, London, UK

Graphic designer, Motion designer 2012 — 2015

- Ideation & creation of graphic assets for UI heavy video games.
- Animations and visual effects

#### Studio ProDesign, Milan, Italy

Graphic design, Motion designer 2010 — 2012

- Designed compelling visual content for magazines, books, CD covers, and billboards for national and international artists.
- Contributed to small video productions, including behind-the-scenes work.

### Education

#### Executive Master IULM

Digital Entertainment Media & Design  
Milan - Italy, 2009-2010

#### B.A. Politecnico di Milano

Communication Design  
Milan - Italy, 2006-2009

### Contacts

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### Skills

UI Design



UX Design



Prototyping



Design Strategy



Coding



Team Leadership



UX Research



Motion Design



### Certifications

#### UX Design for Virtual Reality

Interaction Design Foundation  
Top 10% Distinction  
Create user-centered and immersive VR experiences

#### LinkedIn Skill Assessment

Css (top 5% out of 2.6M)  
Html (top 15% out of 4.1M)  
Javascript (top 15% out of 2.1M)